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How to Retain the Nostalgia in Rural Tourism

Na CHI, Baogang XUE, Chenghao REN*

University of Science and Technology Liaoning, Anshan 114051, China

Abstract Combined with the nostalgia generated in the urbanization and rapidly developing rural tourism in China, this paper firstly analyzed main reasons for generation of nostalgia, summarized prevailing problems in the development of rural tourism, and finally discussed how to retain the nostalgia in rural tourism.

Key words Nostalgia, Rural tourism, Carrier

1 Introduction

Nostalgia is a sentimentality for the past, typically for a period or place with happy personal associations. From the perspective of psychology, the nostalgia contains complex emotion full of sorrow, homesickness, and missing of old times. In rapidly developing urbanization of China, the nostalgia is given with new connotation. The nostalgia in the new times contains sentiment or memory of urban residents about rural life. Such memory is usually accompanied with romantic gloomy mood more or less. The rural tourism rapidly developing like a raging fire in China becomes a type of carrier for such nostalgia.

2 Reasons for nostalgia

The nostalgia in the process of urbanization is a type of depressed experience of villagers flowing from rural areas to cities in recalling the traditional lifestyle and the weight-loss feeling of urban life. According to present situations, the nostalgia is mainly driven by following three factors.

2.1 The basic motive of nostalgia; the contradiction between productivity and relations of production With the continuous development of the productivity, it will break the original relations of production at the certain stage, and finally form the new relations of production. Marx once pointed out that the mode of production determines the lifestyle, changes in the mode of production is bound to promote changes in people's lifestyle. The changes in the mode of production lead to the changes in lifestyle. It is the external thrust of nostalgia. The evolution of social relations adapting to the relationship between productivity and relations of production is the internal pull of nostalgia. Therefore, the emergence of nostalgia is the result of the internal and external factors around the contradiction between productivity and relations of production.

2.2 Non-permanent migration of rural population Numer-

ous rural residents flow to cities and become migrant workers, nannies, security personnel and other urban temporary labors. As a result, the population of cities from other places becomes larger and larger. However, such population migration is not permanent. Such people will have no sense of existence. In the tide of urbanization, they become confused and depressed and do not know how to vent their inner feelings. Besides, the culture, lifestyle and recreation are completely different between urban and rural areas. It will make them live in a chaotic environment difficult to integrate into cities and also hard to adapt to hometown. Coupled with the traditional idea of finally returning to the ancestral home deeply rooted in their mind, for them, countryside is their real home, and nostalgia is born accordingly.

2.3 The countryside: home of emotion of urban residents

The advent of the industrial age makes urban residents have the feeling of living and working in "concrete world" and it is difficult to find familiar architectural space, green environment, and cultural environment. Besides, most urban architectural styles are similar. They generally neglect geographical and cultural differences between cities and buildings in different areas. This makes the urban residents generate the idea of being tired of and fleeing away from urban life. Among these urban residents, some grow in cities and they have never been to countryside. They just know the countryside through movie, pictures, and books. Some people have family members, relatives or friends living in the countryside, and they are eager to know them through the countryside. Therefore, many urban residents go to suburban areas or countryside to have the experience of farmhouse at weekends or holidays. These factors also led to the emergence of nostalgia.

3 Development and problems of rural tourism

In recent years, the new economic trend appears in the development of rural tourism. With the continuous expansion of market demands, rural tourism continues to expand in market share of China. In line with such development trend, on the one hand, rural tourism can promote the development of the local economy, improve people's living standards; on the other hand, it can solve the "nostalgia" problem brought about by the urbanization. Thus, the nostalgia of and urban residents and people from other places can

be alleviated to a certain extent. However, according to the current situation, although China's rural tourism gradually steps into the right track, there are still some problems badly to be resolved.

In the first place, there are problems in China's rural tourism development, such as no distinctive local characteristics, lack of authenticity. These have brought about serious tendency of homogeneity. Local governments and operators are not familiar with the evaluation and development requirements of rural tourism resources. They simply believe that as long as opening the existing farmland, pasture land and farm, it is to carry out rural tourism. They have not carefully analyzed other essential conditions for the development of the local rural tourism, such as agricultural resources, rural natural landscape and cultural landscape, tourism infrastructure and other aspects. They have not deeply studied and explored characteristics of local countryside, and adequate development program and countermeasures are not kept in pace with. Many rural tourism operators develop tourism simply with enthusiasm. Nevertheless, they have not grasped the development orientation, development rules, and development prospects of rural tourism. In some areas, the tourism construction is very much the same, such as building luxurious hotels, recreational place, and building tourist zones into recreational parks. They usually distorted the real connotation of rural tourism development. All of these make tourists go with expectation but return with disappointment. In the second place, the concept and means of development and management of rural tourism lag behind. First, it lacks authoritative comprehensive management organization. The development of rural tourism projects easily leads to multiple organization management, no organization management and decentralized management, consequently leading to disorderly development, excessive development, damage of benefits of operators, and difficult to guarantee actual benefits of tourists. Second, it lacks appropriate policy guidance and regulation constraints. The relevant laws and regulations established by the relevant government can not solve the real problems in actual life. Rural tourism operators attach little importance to the deep exploration of tourism products, innovation of tourism service concept, and improvement of tourism services, and improvement of basic quality of tourism workers.

4 Recommendations for retaining the nostalgia in rural tourism

4.1 Attaching great importance to the folk culture of countryside When developing rural tourism, tourism developers should keep those rural tourism projects with rural folk cultural connotation. They should build rural tourist zones into spiritual paradise of tourists, to make tourists feel happy and purified in the experience of folk custom and culture, countryside life, and countryside kindness, to satisfy their sense of nostalgia.

4.2 Attaching great importance to ecological protection of countryside characteristics The biggest selling point of rural tourism is original ecology. The original ecological villages with

better protection have higher economic benefits. However, blind development damaging the ecology and tourism resources will lead to loss of tourists. At the same time of developing the countryside, tourism product developers should attach great importance to original ecological protection in countryside tourism, and design more tourism projects without destruction. For example, Zhuquan Village in Shandong Province has distinctive Yimeng characteristics and strong countryside style of springs and bamboos.

4.3 Establishing and improving countryside tourism development and supervision mechanism The development of rural tourism will bring certain economic benefits, but the irresponsible development might lead to destruction of cultural heritage and rural ecological environment. In addition, rural tourism developers should strengthen management ability of the government, establish and improve rural tourism development and operation supervision mechanism.

4.4 Raising the participation and cultural connotation of tourist activity The cultural connotation of rural tourism resources in China is rich. There are rural settlements reflecting unique form of man and nature. There are also rural buildings manifesting China's traditional culture, religious concept, social organization form, and family relationship. Raising the participation and cultural connotation of tourism activities is an essential way of attracting tourists and also the best method for retaining tourists and extending their time of stay. Rural tourism operators should make full use of the atmosphere and farming activities of local farmer families, so that tourism projects are close to farm life, to create a kind of real agritainment.

In the great context of the urbanization, both the nostalgia and rural tourism are products of the times. Therefore, as to the problem of nostalgia, as long as we seize the core of the problem, formulate a scientific strategy for rural tourism development, promptly solve problems in the development, all problem will be solved readily. Rural tourism will also become a spiritual garden for soothing inner feelings of people, a way of getting rid of secular turmoil, and a beautiful carrier for people placing their nostalgia.

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